

# What is Delta Epsilon Chi?



**Delta Epsilon Chi** is an international organization for college students preparing for careers that utilize marketing, business, management, or entrepreneurship skills. Its local chapters and state/provincial associations make up the college division of DECA.

Activities promoted by ΔEX integrate with and enhance the student's college curriculum. In addition, the organization's close ties with the business community provide both opportunities for members and an appreciation of the American free enterprise system.

ΔEX membership is an essential resource for the future professional who needs to apply marketing, management, business, or entrepreneurship skills for success.

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## ΔEXΔEXΔEXΔEXΔEXΔEX Advantages Of Membership

- An opportunity to work and learn with people who share similar career interests.
- A local chapter in which a member can learn, compete and be eligible for state and national recognition.
- Encouragement of individual and group initiative and effort on a competitive level.
- Awards and recognition for demonstrating outstanding marketing, merchandising and management skills.
- *The Delta Epsilon Chi GUIDE*, a set of guidelines published to help advisors and members participate in ΔEX's special activities and in the competitive events program.
- ΔEX Related materials, a wide selection of printed and visual materials designed to assist in leadership development, professional advancement and competitive event participation.
- Leadership opportunities at the local, state and national levels.
- Cooperation with business to upgrade student employment.
- Enhancement of efforts by colleges to prepare responsible, employable citizens.

## ΔEXΔEXΔEXΔEXΔEXΔEX Delta Epsilon Chi Objectives

**To** nurture competent, entrepreneurial, self-reliant, cooperative, **leadership** in the fields of marketing, merchandising and management.

**To** help students make informed *career choices* by providing opportunities to explore fields as diverse as *sales, food marketing, hotel management, restaurant marketing and management, department store and specialty store retailing, fashion merchandising, industrial and international marketing, finance and credit, advertising, insurance, wholesaling* and other marketing-oriented occupations.

**To foster high ethical standards** in business.

**To** encourage business activity that demonstrates **civic, social and moral responsibility**.

**To** develop appreciation of the influence of the **fine arts** in business.

**To** recognize the importance of **career education** and to promote a willingness to use the training facilities provided by corporations to continually improve skills and knowledge, in college and throughout adult life.

To increase understanding of and appreciation for the American systems of *free enterprise*.

## Career Education

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## Awards and Recognition

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## Business Opportunities

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## For the Future Marketing Professional

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## Missouri ΔEX Chapters

Columbia College  
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Delta  
Epsilon  
Chi invites you

To join a  
Professional  
Business  
Association